



CALPEEK

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COSTS SOAR FOR POLITICAL PARTY CANDIDATES.

Editor's note: If you think running for political PARTY office is cheap, guess again. Here's a CALPEEK update...

...The second time former Calif. Demo Party Chair Peter Kelly ran for that post in the late 1980s, he spent \$60,000 and didn't have an opponent. If that sounds costly, it's nothing compared to outgoing CDP Chair Jerry Brown, who spent somewhere between \$250,000-350,000 over a 4-month period to succeed Kelly...

...But it's not just the Demos. When former CA Republican Party Chair Bob Naylor decided to fight ex CRP Vice Chair Bill Park back in 1986 for the chairmanship of the GOP, Naylor spent more than \$40,000 - and Park probably spent about the same. But in 1986, the big spending GOP contest wasn't for chairman, but for vice chairman. Here eventual winner Frank Visco and challengers Gene Raper and Ernest Dronenburg Jr. spent a combined \$100,000...

...Back to the future. By the time the Mar. 1-3 CDP convention in Oakland is history, sources believe Demo fundraiser Phil Angelides, a Sacramento developer, may spend \$150,000-200,000, while current CDP Controller Mitch Fine may spend \$100,000 --- all in a 40-day battle to replace Brown as CDP chairman...

...Why so much? It's not just the buttons, banners, T-shirts and flyers that run up the cost. When campaigning for statewide political party office, candidates have to TRAVEL up and down the State and that's not cheap. Hotels, airlines, car rentals, food and receptions for delegates run up a huge tab. At the convention, hospitality suites and campaign staffs don't come free. And don't forget the pre-convention mail and long distance calls. The cost for a Demo

to run for a statewide party job may be more expensive because there are 3,000 delegates, compared to about 1,500 for the GOP. Demos also spend more for anything that is printed - the union "bug" on materials is MANDATORY...

...FYI: Last week CALPEEK reported that CDP Southern Vice Chr. Chuck Fuentes was for Mitch Fine. He's NEUTRAL and will be assisting with the actual running of the CDP convention. AND here's one about the Feb. 22-24 GOP convention in Sacto. If the hardline conservatives should sweep the moderates from party office, part of the credit/blame could go to moderate Sup. Tom Huenig of San Mateo Co., who in June of 1990 helped to finance Wayne Johnson's conservative slate with \$50,000 for YES on #119, the reapportionment reform measure. Johnson's slate not only carried #119, but also GOP hardliners who ousted moderates from county central committee jobs...

CALPEEK GOES TO WAR - PART IV: THE WAR, THE 27th C.D., HAYDEN & WEST L.A. POLITICS.

Editor's note: As the War of the Persian Gulf enters its 5th week, Pres. George Bush has for the moment placed a hold on a land war to retake Kuwait. But in West Los Angeles, there's a TURF WAR of a different kind shaping up, with LINKS to events in the Middle East. Here is CALPEEK's report:

...Reliable CALPEEK sources say that U.S. Rep. Mel Levine (D-West L.A.) WILL run for the full term/Cranston U.S. Senate seat in 1992. There won't be a formal announcement any time soon, but it will come. With Levine moving up, what happens to his 27th C.D.? That brings us to TURF WARS...

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...There are a number of West L.A. elected leaders who are seriously eyeing this congressional seat: Assemblymembers Tom Hayden, Terry Friedman and Burt Margolin; and perhaps L.A. Councilman Zev Yaroslavsky. Although the registration is just 53% Demo, Republicans would have a tough time here. And all but Hayden are either members of or are allied with the powerful West L.A. organization of U.S. Reps. Howard Berman and Henry Waxman. But make no mistake, the turf war centers on HAYDEN...

...Hayden, whose base is Santa Monica, is very bored in Sacramento and is looking to move up and the 27th C.D. could be his ticket. The problem facing Waxman/Berman, who are major players in Westside politics, is what impact a Hayden candidacy will have on the entire Demo ticket in 1992. And it's not just Hayden's past image that has W/B concerned. Sources say there are questions still unanswered about Hayden's true feelings about Israel's Palestinian problem...

...With the outbreak of war, Hayden has begun to go public with his "let's stop the bombing and negotiate" with Saddam Hussein remarks. While the anti-war crowd may love these statements, they didn't go well with many of Hayden's hawkish Demo colleagues in Sacto. And his recent remarks on a cable TV show comparing Iraq's invasion of Kuwait to Israel's 1982 incursion into Lebanon, weren't popular in L.A.'s large and politically active Jewish community. As one CALPEEK source noted, "Tom's got to decide which side in the Jewish community he supports: either the New Jewish Agenda/Stansley Sheinbaum crowd, which wants Israel to negotiate with the PLO, or the vast majority of American Jews who support the government in Israel."...

...But Hayden's future in politics will to a large degree depend on what reapportionment brings in 1992. With Levine on his way up, the W/B organization might be able to solve "The Hayden Problem" by getting the legislature to collapse a large chunk of the 27th into the district of U.S. Rep. Tony Beilenson, a Jewish Demo who hasn't always been a solid supporter of Israel...

...This could force either a 2-way or 3-way battle between Beilenson and Hayden, or Beilenson, Hayden and Yaroslavsky, with Zev being portrayed as the PRO-ISRAEL, PRO-

defense Democrat. As a councilman, Yaroslavsky would have a free-ride in 1992 and he'd have W/B support as well...

...While this might make a congressional reapportionment plan more acceptable to GOP Gov. Pete Wilson, this remapping scenario might just be wishful thinking...

...FYI: The 2/5/91 "Dear Friend" letter on Hayden's unofficial Assembly letterhead signed by Rabbis Steven Jacobs, Allan Freehling and Chaim Seidler-Feller, asking Jewish leaders/contributors on Hayden's mailing list to help pay for the lawmaker's recent trip to Israel, not only OFFENDED many Jewish leaders in Calif., but didn't sit well with strong PRO-Israel, non-Jewish Demos in the State Assembly. Why the backlash? Hayden has money and the appeal came at a time when the Jewish community was trying to raise money for Israel's current emergency. Stay tuned...

WILL CALIF. DROUGHT LEAD TO WATER WARS???

As most Calif. cities begin to enact water-saving conservation measures, CA Gov. Pete Wilson's chief problem in the weeks ahead will be to find both temporary and long-term solutions to the 5-year drought that won't touch off what CALPEEK sources call WATER WARS...

...Regardless of what a special drought task force recommends on Feb. 15, the politics of dealing with water is without a doubt the TOUCHIEST of all Calif. issues and cuts across party lines. As has been noted in other articles, the only Calif. governor who has successfully dealt with the politics of water was former Gov. Pat Brown(D), who put the deal together that resulted in the State Water Project. It remains to be seen whether Gov. Wilson and his team will do as well...

...Key stumbling blocks. It's not only the natural gridlock between No. Calif. and So. Calif. that threatens open warfare these days, but also the basic conflict between Calif.'s powerful agricultural community, which uses 85% of all the water, and the EQUALLY powerful big cities. There is also intra-ag conflict between farmers who get their water from the State vs. those who get much cheaper water from the federal system...

...Solutions: water transfers via marketing seems to offer the best short-term remedy, along with conservation. Water marketing amounts of paying cash for water from agencies or farmers who have more water than they need. A version of this would be to pay rice farmers \$250 an acre not to grow their water-intensive crop. The cost would be \$50-70 million, but could mean as much as 500,000 acre-feet of more water. There's also a deal to perhaps get more Colorado River water from some of Calif.'s neighboring States. Maybe...

...Long-term is where the costs really begin to escalate, along with the political rhetoric. So, Calif. water agencies, especially the MWD, have long advocated completion of the State Water Project. Folks, we're talking about the PC - Peripheral Canal, which drives Delta area politicians, environmentalists and residents right up the wall. However, cooler heads think the PC may NOT be necessary if the State can move ahead with the Los Banos Grandes Reservoir and the Kern Co. Water Bank - two projects that will allow more water to be stored in wet years. Another long-term project may include the construction of coastal desalinization plants. Costly, but perhaps overdue in terms of moving ahead in this direction, according to some CALPEEK sources...

...Intermediate steps include more water recycling. L.A. and San Diego already have such projects in place, but sources think they need to be quickly expanded. Recycled water is typically used to recharge underground water tables and for industrial and agricultural use. Another intermediate step is purely political and it involves a restructuring of government price policy for water. At \$7 per-acre-foot, farmers who use the U.S.'s Central Valley Project have a sweet deal compared to growers who pay \$210 for State water. Stay tuned...

U.S. REP. SCHROEDER AT COMMONWEALTH CLUB.
U.S. Rep. Patricia Schroeder(D-CO) will address members of the Commonwealth Club of CA, 11:45 a.m., Feb. 22, Grand Ballroom, St. Francis Hotel, S.F. Her speech is titled, "Challenges of the 1990s." For info & RSVPs (415)597-6705...

RECALL SET APR. 9 FOR S.D. COUNCILWOMAN.
First term San Diego Councilwoman Linda Bernhardt will face an April 9 recall. Although there is not unanimous agreement, some CALPEEK sources say her chances of survival are NO better than 50-50...

...The recall is an outgrowth of a rather bitter reapportionment battle last year, plus hostility from pro-development forces in the city. There are about 7-9 candidates who have signed up to run, should the recall be successful. As in all recalls, voters face 2 questions: shall the incumbent be removed; and if yes, then a second vote to pick a new councilmember. Of this large field, several sources think serious contenders are attorney Tom Behr, who some see as a pro-development candidate; Floyd Morrow, the perennial candidate and former councilwoman who used to represent this area; Ken Moser, one of the recall leaders; Les Braun, a slow growth advocate who backed Bernhardt in 1989; and attorney Mike Eckman, a slow growth advocate who ran for the council once before...

...Bernhardt NOW represents essentially the same district (after the remapping), less a key hotbed of discontent, Scripps Ranch. The recall signatures were collected from Bernhardt's OLD district, but a San Diego court said that was okay. The court also said the recall should be held in the OLD district...

...CALPEEK sources also believe money will be tight because few people will want to finance a recall that might fail and then have to deal with Bernhardt later. Others don't subscribe to that theory. Consultant Tim Smith is running Bernhardt's anti-recall campaign. Stay tuned...

INFORMATION YOU NEED TO KNOW ABOUT CALPEEK.
Here is some helpful information about CALPEEK that you may need to know. DEADLINES for editorial and Marketplace Network are 12 noon each Wednesday. CALPEEK is printed each Thursday morning and is mailed just before 5 p.m. the same day. FYI: CALPEEK will compile a 4-page Easy Reference Guide in an upcoming issue. And in response to numerous calls, CALPEEK will start to work on our 3rd edition of the Consultants' Directory by early summer...

CALIF. CAMPAIGN FIRMS SCORE BIG AAPC WINS.

Six Calif.-based campaign management firms scored first place Polli Award wins at the just concluded American Assn. of Political Consultants(AAPC) convention in Washington D.C. The big winner was Richard Schlackman's San Francisco-based Campaign Performance Group, which won 9 Polli awards, 4 of which were blue ribbons, all in the direct mail categories. The Polli Award is the Oscar of campaign management...

...Another big winner was Sacto-based consultant Ray McNally, who grabbed 7 awards, including one 1st place prize. S.F.-based Terris & Jaye won 5 Pollis, including one 1st place ribbon. Costa-Mesa/Phoenix based Nelson/Ralston/Robb Communications, won 4 awards, two of which were blue ribbons. Sacramento consultant Wayne Johnson won two awards, including a blue ribbon; and Burlingame-based Woodward & McDowell also won a 1st place Polli...

...Schlackman's blue ribbons were for both Calif. and out-of-state campaigns. One of N/R/R's blue ribbons was for a NO on 134 TV spot, while Woodward & McDowell's 1st place Polli was for a NO on 128 radio spot. McNally's blue ribbon was for direct mail for TX GOP gubernatorial candidate Clayton Williams, while Johnson's blue ribbon Polli was for a radio spot for John Doolittle. Terris & Jaye won a blue ribbon Polli for a yard sign in a supervisorial contest...

...Other consultants who took home Polli Awards included Sid Galanty, Larry Sheingold, Rose King, Clint Reilly(2), Jim Nygren, Sal Russo & Tony Marsh, and Harvey Hukari. Stay tuned...

EU PUSHES BILL TO LET TROOPS VOTE BY FAX.

Calif. SOS March Fong Eu(D), along with two legislators, State Sen. Milton Marks(D-San Francisco) and Assemblyman Pete Chacon(D-San Diego), are pushing SB 293 on an urgency basis to permit Desert Storm forces who are Calif. voters to cast AV ballots via the FAX. Time is the critical factor and mailing in an absentee ballot won't cut it in most cases. Under current law, only AV ballots received by mail can be counted by county registrars. The measure would also apply to other voters temporarily living outside the U.S...

AB 441 WOULD ELIMINATE PAID PETITION PROS.

If AB 441 were to become law, one group of campaign consultants would be out of work: the professional petition managers who recruit paid staff to gather signatures for local and State initiative measures. AB 441 is authored by Assemblywoman Gwen Moore (D-L.A.). There was no explanation from the lawmaker's staff as to why she introduced this bill...

NEW JOBS, ADDRESSES AND PERSONNEL NOTES.

Editor's note: Here are some items to mark down in your notebook:

- John Wainio, who was political director for Demo AG candidate Arlo Smith, has been hired by S.F.-based Whitehurst & Nelson. Wainio is based in San Diego and will reportedly run the daily reelection effort of San Diego Councilman Ron Roberts...
- Barbara Johnson, top aide to former Demo AG John Van de Kamp, will become a special asst. to L.A. DA Ira Reiner. Appointment becomes effective Feb. 19. Johnson had a similar job when VdK was L.A.'s DA...
- Maeley Tom has been named admin. director for Senate Pres. David Roberti. Tom takes Nancy Burt's place and becomes the first Asian-American to hold this post. Burt is now a lobbyist...
- Former Assembly Speaker Robert Monagan has become "associated" with Braun & Co. in Sacto as a senior counselor for PA...
- Eric Roth named chief deputy to L.A. Councilman Michael Woo. Roth has been the planning deputy for the past 4 years...
- Beverly Thomas, who managed the daily campaign for State Treas. Kathleen Brown, has been named Asst. State Treasurer and will be based in L.A. And the Unger-Thomas campaign fundraising firm has been dissolved...
- Demo Assembly Speaker Willie Brown is now the Of Counsel to the S.F. law office of Kelly, McAuliffe, Ryan & Delli Santi...
- Matthew Klink has joined L.A.-based Gerrell Associates as an asst. AE. Klink worked on the NO on 134 campaign last year and also worked for Pete Wilson in D.C...